

Announcing
THE NEWS' \$100.00 Daily Title Contest

What does this picture mean?

Write a title in 12 words or less and win \$100.00



Tear out this picture, write a title for it in 12 words or less, and send to "Titles," THE NEWS, P. O. Box 476, City Hall Station, New York City.



PICTURE NO. 4

TITLE FOR
PICTURE
No. 4

WRITE YOUR TITLE FOR THIS PICTURE IN SPACE BELOW OR ON SEPARATE SHEET AND SEND IT TO "TITLES," THE NEWS, P. O. BOX 476, CITY HALL STATION, NEW YORK CITY.

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.....

Name

Street and Number

City and State

\$100.00 Every Day

For The Best Answer

Every day THE NEWS—New York's picture newspaper—prints on page 5 a picture without a title. The question is asked: "What does this picture mean?" An original title is wanted. A new picture is printed every day and THE NEWS pays \$100.00 every day for the best title to it.

The latest picture in THE NEWS' great \$100.00 daily title contest is published above. What does this picture mean to you? Can you write a title for it? It's easy! Just try. Write your answer in 12 words or less and send it to "Titles," THE NEWS, P. O. Box 476, City Hall Station, New York City. Then watch THE NEWS every day for announcement of prize winners.

What is meant by "Title"? A title tells what a picture is about. It usually describes the picture, tells its meaning or tells what the people in the picture are saying or doing. For examples look at the titles to the different photographs in THE NEWS.

All the pictures in THE NEWS' title contest are original—drawn especially for THE NEWS. They have never appeared before. They do not refer to any book, quotation, or particular subject. Consequently this is not a contest of "guessing" what the picture refers to, but rather one of writing an original title to fit the picture.

This great contest is open to every one. It does not matter where you live—you are eligible. Everything is FREE. No entrance fees—nothing to pay. All you have to do is write your title to the picture and send it to THE NEWS. Every one has an equal chance to win \$100.00 every day. Winning answers will be published in THE NEWS.

Try your skill! Start with the picture shown above. Write a clever title for it, sign your name and address and send it in. You may write your answer in the space above or on a separate piece of paper. Titles must be 12 words OR LESS. The fewer words in which you can tell the story the better. Remember brevity is the soul of wit. For further details and announcements of winners, get THE NEWS from your newsdealer—every morning, 2c.

Send Answers to "Titles"

THE NEWS

NEW YORK'S PICTURE NEWSPAPER

At All Newsdealers—Every Morning—2c

THE NEWS
\$100.00 Daily Title Contest

RULES:

(These rules are substantially the same as for the Limerick Contest)

1. Every day a new picture will appear in THE NEWS. A prize of \$100.00 is paid every day for the best title to each one of these pictures.
2. The contest is open to every one. All that is necessary is to write and send in your titles to the pictures within the hours set for their receipt.
3. The use of the coupon is suggested but not required. Please write plainly and be sure to add your name and address. Contestants are requested to place number of picture on answers to avoid mistakes.
4. All answers to picture No. 4 printed above must be received at THE NEWS office not later than 6 p. m. Thursday, March 25th.
5. The winner of the \$100.00 prize for the best title to each picture will be announced exactly one week after that picture is printed in THE NEWS. For example, the winner of the prize for Picture No. 4 printed above will be announced Tuesday, March 30th.
6. Titles must be twelve words OR LESS. The fewer words in which you can tell the story the better. Remember, brevity is the soul of wit. Hyphenated words will count as one. Each contestant may submit no more than three titles for each picture.
7. Quotations from books or other sources; mottoes or bits of published verse are barred. A title may be formed by adopting or combining parts of well-known quotations, but the title as submitted must be original in form.
8. In case of ties \$100.00 will be awarded to each successful contestant.
9. Titles will be judged by a committee from the staff of THE NEWS and their decision is final. Address all letters:

"Titles"

THE NEWS
P. O. Box 476, City Hall Station
New York City, N. Y.